

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

What is claimed is:

Claim 1. (Previously Presented) A lathering personal cleansing composition comprising:

- a. from about 0.05% to about 5.0% of an alkyl ethoxylated polymer;
- b. from about 0.1% to about 5% of a cross-linked acid co-polymer;
- c. from about 0.1% to about 30% of a particulate material selected from the group consisting of a cleansing agent, exfoliating agent and mixtures thereof; and
- d. from about 4% to about 30% of a lathering surfactant selected from the group consisting of anionic, amphoteric and zwitterionic.

Claim 2. (Original) The composition according to claim 1 wherein the alkyl ethoxylated polymer is at a level from about 0.1% to about 2.0% of the composition.

Claim 3. (Original) The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer is selected from the group consisting of mono-alkyl, di-alkyl, tri-alkyl, tetra-alkyl and all combinations thereof substituted alkyl ethoxylated polymers.

Claim 4. (Original) The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer is selected from the group consisting of di-alkyl, tri-alkyl- and combinations of di-alkyl and tri-alkyl substituted alkyl ethoxylated polymers.

Application No. 10/797,981
Docket No. 9576
Amendment dated June 18, 2008
Reply to Office Action mailed on March 27, 2008
Customer No. 27752

Claim 5. (Original) The composition of claim 3 wherein the alkyl group is selected from the group consisting of saturated, unsaturated, branched, linear alkyl groups and combinations thereof having from about 12 to about 50 carbon atoms.

Claim 6. (Currently Amended) The composition of claim 4 wherein the number of moles of ethylene oxide is greater than ~~about~~ 40.

Claim 7 and Claim 8. (Canceled).

Claim 9. (Original) The composition according to claim 1 wherein the cross linked co-polymers are alkali-swellaable acrylate co-polymers.

Claim 10-Claim 14. (Canceled).

Claim 15. (Previously Presented) The composition according to claim 1 wherein the lathering surfactant is at a level wherein the Average Lather Volume of the composition is greater than or equal to about 15 ml.

Claim 16. (Original) The composition according to claim 15 wherein the lathering surfactant is at a level from about 6% to about 25% by weight of the composition.

Claim 17. (Original) The composition according to claim 1 wherein the surfactants have a ratio of anionic surfactant to amphoteric lathering and zwitterionic lathering surfactants from about 1.5:1 to about 1:3.

Claim 18. (Previously Presented) The composition according to claim 1 wherein the anionic lathering surfactants are selected from the group consisting of sarcosinates, sulfates, sulfonates, isethionates, taurates, phosphates, lactylates, glutamates, and mixtures thereof.

Claim 19. (Previously Presented) The composition according to claim 1 wherein the composition has a BYV greater than about 50 dyn/cm².

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Claim 20. (Canceled)